

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
 Order / Rev: 698153 - 3
 Alt Order #: 6225307
 Product Desc: BEAN FOR FL SENATE
 Estimate: 232
 Flight Dates: 07/24/12 - 08/04/12
 Original Date / Rev: 08/02/12 / 08/02/12
 Order Type: Core

WTLV-TV
 Primary AE: Jim Quinn
 Sales Office: T-PHI
 Sales Region: NAT

Agency
 Name: Mentzer Media Services/ POL
 Buying Contact:
 Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Bean, A/ R / FI Senate
 Demographic: A35+
 Product Codes: PL-State Senate
 Priority: P-1
 Revenue Codes: AGY, GEN, POL

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	36	\$19,260.00	\$16,371.00
07/30/12	08/04/12	14	\$9,410.00	\$7,998.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	36	\$19,260.00	\$16,371.00	0.00
August 2012	14	\$9,410.00	\$7,998.50	0.00
Totals	50	\$28,670.00	\$24,369.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTLV-TV	38%	\$28,670.00
Market	100%	\$75,447.37

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$5,281.32
WCWJ	0%	\$0.00
WJXT	25%	\$18,861.84
WJXX	7%	\$5,281.32
WTEV	23%	\$17,352.89

mg 29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WTLV	07/28/12	07/28/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$260.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/23/12	07/29/12	-----S-	1		\$260.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	07/23/12-07/29/12		Sat 730-8p	Sat 7:30p-8p		-----Sa--	:30		(\$260.00)		0.00	NM		
See MG 9.2 [Per Management (Sam)]															
2	WTLV	07/28/12-07/28/12		Olympics Zone	Olympics Zone		-----Sa--	:30		(\$260.00)		0.00	NM		
Ⓜ Credited															
N 29	WTLV	08/04/12	08/04/12		CM	Olympics Zone	-----S-	:30	1	\$260.00	P-5	0.00	NM	1	\$260.00

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Olympics Zone											
				Olympics Zone											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-		1				\$260.00		0.00			
													Totals	50	\$28,670.00